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The Valley Economic Alliance Hosts A Free Angel Investing Event with the Founder of Investment Pitch Deck Company Scroobius

Sherman Oaks, California– [The Valley Economic Alliance](#) (The Alliance) presents the next chapter in their monthly webinar series, [Next Level Growth: Pitching Your Venture to Angel Investors](#), Tuesday, February 7, 2023, at 10:00 am -11:30 am (PT) via Zoom. Allison Byers, founder and CEO of pitch deck platform Scroobius is the speaker. The webinar is free and open to the public.

Building a clear and compelling pitch deck is crucial at any stage of the fundraising process. This isn't about making a pretty deck. It's about structuring your narrative and communicating the most important aspects of your business in a way that makes sense to investors. Learn strategies for structuring your pitch, a framework for structuring your narrative that has been vetted by investors, and objective advice on what information to include in each pitch section.

"I've experienced the challenges that come with fundraising and particularly as a woman," said Allison Byers, founder, and CEO of Scroobius. "I've created this program to help people to understand how investors think."

"Investment in startups is so important. Many people get lost in the process," said Sonya Blake, president of The Alliance. "Allison has so much experience in acquiring funds for startups. We're excited for her partnership with The Alliance to pass on her knowledge to businesses in The Valley."

Allison Byers has raised over \$10 million for her startups. Allison is also an angel investor, startup mentor, and advisor, speaker. She is frequently quoted in the press, including Bloomberg, Business Insider, TechCrunch, BBC, and others.

Scroobius is increasing diversity in the startup ecosystem by teaching diverse founders how to create investable pitch material through a scalable online platform and making it easy for investors to discover them through data-driven curation.



Before founding Scroobious, she launched and co-ran a medical device company that spun out of MIT. She raised nearly \$10M before it was acquired and experienced first-hand fundraising challenges as a female founder.

The webinar is free and open to the public. Registrants are entered to win a \$100 gift certificate to Anajak Thai in Sherman Oaks. Guests can register [here](#) or call (818) 379-7000 for additional details.

The Valley Economic Alliance is a 501(c)(3) non-profit organization of business, government, education, and community leaders. Our mission is to engage and unite Valley stakeholders to raise standards of living and economic vitality across the San Fernando Valley, a five-city region encompassing Burbank, Calabasas, Glendale, Los Angeles, and San Fernando. This region consists of more than 1.9 million residents, over 160,000 businesses, and over 350 square miles. To learn more about The Valley Economic Alliance, visit TheValley.net.

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